

# Commitment is Key to Satisfaction Worldwide

|  | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|--|------|------|------|------|------|------|------|------|------|------|------|
| RM Follow-up                             | ■    | ■    | ■    | ■    | ■    | ■    | ■    | ■    | ■    | □    | □    |
| Operational Product Quality              | □    | ■    | ■    | ■    | ■    | ■    | ■    | ■    | ■    | □    | □    |
| Customer Service Quality                 | ■    | ■    | □    | □    | ■    | ■    | ■    | ■    | □    | ■    | ■    |
| RM Responsiveness                        | ■    | ■    | ■    | ■    | ■    | ■    | □    | □    | □    | □    | ■    |
| Commitment to the Long-term Relationship | ■    | ■    | □    | □    | □    | □    | □    | ■    | ■    | ■    | ■    |
| Competitive Pricing                      | □    | □    | □    | ■    | ■    | □    | □    | ■    | ■    | □    | □    |
| RM Product Knowledge                     | □    | □    | □    | □    | ■    | □    | □    | □    | ■    | □    | □    |
| TSS Capabilities                         | □    | □    | □    | ■    | □    | □    | □    | □    | □    | □    | □    |

|  | CND 2011 | CND 2013 | AUD 2012 | NZD 2012 |
|--|----------|----------|----------|----------|
| Commitment to the Long-term Relationship | ■        | ■        | ■        | ■        |
| Customer Service Quality                 | ■        | ■        | ■        | □        |
| RM Responsiveness                        | □        | □        | □        | ■        |
| RM Follow-up                             | □        | ■        | ■        | □        |
| Operational Product Quality              | ■        | ■        | □        | □        |
| Competitive Pricing                      | ■        | □        | □        | □        |

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